

ORDER



Orders
Order / Rev: 717193
Alt Order #: 06337206
Product Desc: FLAKE FOR SENATE
Estimate: C16C22
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/04/12 / 10/04/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Flake/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	94	\$57,550.00	\$48,917.50
10/22/12	10/28/12	20	\$11,225.00	\$9,541.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$68,775.00	\$58,458.75	425.10
Totals	114	\$68,775.00	\$58,458.75	425.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/19/12	10/19/12	1-2p Arizona Midday	CM	1-2p	----F--	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
AZ MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$75.00		1.80			
2	KPNX	10/19/12	10/19/12	12 News 10pm M-SU	CM	10-1035p	----F--	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
12 NEWS @ 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,300.00		9.30			
3	KPNX	10/19/12	10/19/12	M-F 10-11a	CM	10-11a	----F--	:30	1	\$225.00	P-2	2.00	NM	1	\$225.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$225.00		2.00			
4	KPNX	10/19/12	10/19/12	Tonight Show	CM	1035-1135p	----F--	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$650.00		4.30			
5	KPNX	10/19/12	10/19/12	M-F 11a-12p	CM	11a-12p	----F--	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$175.00		1.90			

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Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/19/12	10/19/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	----F--	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$175.00		2.50						
7	KPNX	10/19/12	10/19/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	----F--	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$225.00		2.50						
8	KPNX	10/19/12	10/19/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	2	\$350.00	P-3	2.10	NM	2	\$700.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	2		\$350.00		2.10						
9	KPNX	10/19/12	10/19/12	M-F 4-5p 12 News EVB	CM	4-5p	----F--	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
12 NEWS VALLEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$300.00		1.70						
10	KPNX	10/19/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
12 NEWS @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$450.00		2.70						
11	KPNX	10/19/12	10/19/12	NBC Nightly News NBC Nightly News	CM	Various	----F--	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,000.00		4.60						
12	KPNX	10/19/12	10/19/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
12 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$600.00		3.70						
13	KPNX	10/19/12	10/19/12	M-F 630-7p Extra	CM	630-7p	----F--	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$700.00		3.50						
14	KPNX	10/19/12	10/19/12	Fri Prime A Whitney/ Community	CM	658-8p	----F--	:30	1	\$1,200.00	P-3	9.20	NM	1	\$1,200.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		9.20						
15	KPNX	10/19/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	3		\$500.00		1.80						
16	KPNX	10/19/12	10/19/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	----F--	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$350.00		1.60						
17	KPNX	10/19/12	10/19/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,500.00	P-2	12.70	NM	1	\$2,500.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,500.00		12.70						
18	KPNX	10/22/12	10/22/12		CM	1-2p	M-----	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				1-2p Arizona Midday											
				Arizona Midday											
				AZ MIDDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$75.00			1.80			
19	KPNX	10/22/12	10/22/12	12 News 10pm M-SU	CM	10-1035p	M-----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 News 10 pm M-Su											
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$1,300.00			9.30			
20	KPNX	10/22/12	10/22/12	M-F 10-11a	CM	10-11a	M-----	:30	1	\$225.00	P-2	2.00	NM	1	\$225.00
				Kelly											
				LIVE WITH KELLY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$225.00			2.00			
21	KPNX	10/22/12	10/22/12	Tonight Show	CM	1035-1135p	M-----	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$650.00			4.30			
22	KPNX	10/22/12	10/22/12	M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
				Today Show III											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$175.00			1.90			
23	KPNX	10/22/12	10/22/12	M-F 1230-1p	CM	1230-1p	M-----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
				Millionaire (R)											
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$175.00			2.50			
24	KPNX	10/22/12	10/22/12	M-F 12-1230p	CM	12-1230p	M-----	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
				12 News at Noon											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$225.00			2.50			
25	KPNX	10/22/12	10/22/12	M-F 3-4p	CM	3-4p	M-----	:30	2	\$350.00	P-3	2.10	NM	2	\$700.00
				Ellen											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		2			\$350.00			2.10			
26	KPNX	10/22/12	10/22/12	M-F 4-5p	CM	4-5p	M-----	:30	2	\$300.00	P-2	1.70	NM	2	\$600.00
				12 News EVB											
				12 NEWS VALLEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		2			\$300.00			1.70			
27	KPNX	10/22/12	10/22/12	M-F 5-530p	CM	5-530p	M-----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
				M-F 5-530p											
				12 NEWS @ 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$450.00			2.70			
28	KPNX	10/22/12	10/22/12	NBC Nightly News	CM	Various	M-----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NBC Nightly News											
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$1,000.00			4.60			
29	KPNX	10/22/12	10/22/12	M-F 6-630p	CM	6-630p	M-----	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
				12 News 6pm											
				12 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$600.00			3.70			
30	KPNX	10/22/12	10/22/12		CM	630-7p	M-----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630-7p Extra											
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$700.00		3.50						
31	KPNX	10/22/12	10/22/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	3		\$500.00		1.80						
32	KPNX	10/22/12	10/22/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	M-----	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$350.00		1.60						
33	KPNX	10/22/12	10/22/12	Mon Prime C Dateline	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	10.70	NM	1	\$2,500.00
				REVOLUTION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,500.00		10.70						
34	KPNX	10/20/12	10/20/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,300.00		9.30						
35	KPNX	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a (10:30 PM-12:00 XM)	-----S-	:30	1	\$1,300.00	P-3	7.20	NM	1	\$1,300.00
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,300.00		7.20						
36	KPNX	10/20/12	10/20/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$350.00	P-3	1.70	NM	1	\$350.00
				CHRIS MATTHEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$350.00		1.70						
37	KPNX	10/20/12	10/20/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$400.00	P-2	4.30	NM	1	\$400.00
				12 NEWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$400.00		4.30						
38	KPNX	10/20/12	10/20/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$250.00	P-2	1.50	NM	2	\$500.00
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$250.00		1.50						
39	KPNX	10/20/12	10/20/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	2	\$250.00	P-2	2.90	NM	2	\$500.00
				12 NEWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$250.00		2.90						
40	KPNX	10/20/12	10/20/12	Sat Prime C Law & Order: SVU	CM	9-10p	-----S-	:30	1	\$600.00	P-3	13.00	NM	1	\$600.00
				PRIME ENCORE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$600.00		13.00						
41	KPNX	10/21/12	10/21/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,300.00		9.30						
42	KPNX	10/21/12	10/21/12		CM	1035-1105p	-----S	:30	1	\$350.00	P-2	8.80	NM	1	\$350.00

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Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C16C22

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				1035pm - Sports Tonight											
				Sports Tonight											
SPORTS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$350.00		8.80			
43	KPNX	10/21/12	10/21/12	SUN TDY	CM	5-9a	-----S	:30	2	\$250.00	P-2	1.40	NM	2	\$500.00
				NBC Today Show (Su)											
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$250.00		1.40			
44	KPNX	10/21/12	10/21/12	Sun 8-10a	CM	Various	-----S	:30	2	\$250.00	P-2	5.00	NM	2	\$500.00
				12 News Sun Today											
12 NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$250.00		5.00			
45	KPNX	10/18/12	10/18/12	1-2p Arizona Midday	CM	1-2p	---T---	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
				Arizona Midday											
AZ MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$75.00		1.80			
46	KPNX	10/18/12	10/18/12	12 News 10pm M-SU	CM	10-1035p	---T---	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 News 10 pm M-Su											
12 NEWS @ 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,300.00		9.30			
47	KPNX	10/18/12	10/18/12	M-F 10-11a	CM	10-11a	---T---	:30	1	\$225.00	P-2	2.00	NM	1	\$225.00
				Kelly											
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$225.00		2.00			
48	KPNX	10/18/12	10/18/12	Tonight Show	CM	1035-1135p	---T---	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
				Tonight Show											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$650.00		4.30			
49	KPNX	10/18/12	10/18/12	M-F 11a-12p	CM	11a-12p	---T---	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
				Today Show III											
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$175.00		1.90			
50	KPNX	10/18/12	10/18/12	M-F 1230-1p	CM	1230-1p	---T---	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
				Millionaire (R)											
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$175.00		2.50			
51	KPNX	10/18/12	10/18/12	M-F 12-1230p	CM	12-1230p	---T---	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
				12 News at Noon											
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$225.00		2.50			
52	KPNX	10/18/12	10/18/12	M-F 3-4p	CM	3-4p	---T---	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
				Ellen											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$350.00		2.10			
53	KPNX	10/18/12	10/18/12	M-F 4-5p	CM	4-5p	---T---	:30	2	\$300.00	P-2	1.70	NM	2	\$600.00
				12 News EVB											
12 NEWS VALLEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					2	\$300.00		1.70			
54	KPNX	10/18/12	10/18/12		CM	5-530p	---T---	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00

Order / Rev: 717193
 Alt Order #: 06337206
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C16C22
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-530p M-F 5-530p											
				12 NEWS @ 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$450.00		2.70						
55	KPNX	10/18/12	10/18/12	NBC Nightly News NBC Nightly News	CM	Various	---T---	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,000.00		4.60						
56	KPNX	10/18/12	10/18/12	M-F 6-630p 12 News 6pm	CM	6-630p	---T---	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
				12 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$600.00		3.70						
57	KPNX	10/18/12	10/18/12	M-F 630-7p Extra	CM	630-7p	---T---	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$700.00		3.50						
58	KPNX	10/18/12	10/18/12	Thu Prime A 30 Rock/Up All Night	CM	7-8p	---T---	:30	1	\$1,600.00	P-2	7.30	NM	1	\$1,600.00
				30 ROCK/UP NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,600.00		7.30						
59	KPNX	10/18/12	10/18/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---T---	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	3		\$500.00		1.80						
60	KPNX	10/18/12	10/18/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	---T---	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$350.00		1.60						
61	KPNX	10/18/12	10/18/12	Thu Prime C Rock Center with Bri	CM	9-10p	---T---	:30	1	\$3,000.00	P-3	10.50	NM	1	\$3,000.00
				ROCK CENTER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$3,000.00		10.50						
62	KPNX	10/16/12	10/16/12	1-2p Arizona Midday Arizona Midday	CM	1-2p	-T-----	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00
				AZ MIDDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$75.00		1.80						
63	KPNX	10/16/12	10/16/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-T-----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
				12 NEWS @ 10P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,300.00		9.30						
64	KPNX	10/16/12	10/16/12	M-F 10-11a Kelly	CM	10-11a	-T-----	:30	1	\$225.00	P-2	2.00	NM	1	\$225.00
				LIVE WITH KELLY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$225.00		2.00						
65	KPNX	10/16/12	10/16/12	Tonight Show Tonight Show	CM	1035-1135p	-T-----	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$650.00		4.30						
66	KPNX	10/16/12	10/16/12		CM	11a-12p	-T-----	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00

Order / Rev: 717193
 Alt Order #: 06337206
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C16C22
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11a-12p Today Show III											
				TODAY SHOW 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$175.00		1.90			
67	KPNX	10/16/12	10/16/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	-T-----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$175.00		2.50			
68	KPNX	10/16/12	10/16/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	-T-----	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$225.00		2.50			
69	KPNX	10/16/12	10/16/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	2	\$350.00	P-3	2.10	NM	2	\$700.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					2	\$350.00		2.10			
70	KPNX	10/16/12	10/16/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
				12 NEWS VALLEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$300.00		1.70			
71	KPNX	10/16/12	10/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
				12 NEWS @ 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$450.00		2.70			
72	KPNX	10/16/12	10/16/12	NBC Nightly News NBC Nightly News	CM	Various	-T-----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$1,000.00		4.60			
73	KPNX	10/16/12	10/16/12	M-F 6-630p 12 News 6pm	CM	6-630p	-T-----	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
				12 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$600.00		3.70			
74	KPNX	10/16/12	10/16/12	M-F 630-7p Extra	CM	630-7p	-T-----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00
				EXTRA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$700.00		3.50			
75	KPNX	10/16/12	10/16/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-T-----	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					3	\$500.00		1.80			
76	KPNX	10/16/12	10/16/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	-T-----	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00
				TODAY SHOW 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$350.00		1.60			
77	KPNX	10/16/12	10/16/12	Tue Prime C Dateline	CM	9-10p	-T-----	:30	1	\$2,500.00	P-2	19.40	NM	1	\$2,500.00
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$2,500.00		19.40			
78	KPNX	10/17/12	10/17/12		CM	1-2p	--W----	:30	1	\$75.00	P-3	1.80	NM	1	\$75.00

Order / Rev: 717193
 Alt Order #: 06337206
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C16C22
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1-2p Arizona Midday Arizona Midday															
AZ MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$75.00		1.80						
79	KPNX	10/17/12	10/17/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--W----	:30	1	\$1,300.00	P-2	9.30	NM	1	\$1,300.00
12 NEWS @ 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,300.00		9.30						
80	KPNX	10/17/12	10/17/12	M-F 10-11a Kelly	CM	10-11a	--W----	:30	1	\$225.00	P-2	2.00	NM	1	\$225.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$225.00		2.00						
81	KPNX	10/17/12	10/17/12	Tonight Show Tonight Show	CM	1035-1135p	--W----	:30	1	\$650.00	P-2	4.30	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$650.00		4.30						
82	KPNX	10/17/12	10/17/12	M-F 11a-12p Today Show III	CM	11a-12p	--W----	:30	1	\$175.00	P-2	1.90	NM	1	\$175.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$175.00		1.90						
83	KPNX	10/17/12	10/17/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	--W----	:30	1	\$175.00	P-2	2.50	NM	1	\$175.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$175.00		2.50						
84	KPNX	10/17/12	10/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--W----	:30	1	\$225.00	P-2	2.50	NM	1	\$225.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$225.00		2.50						
85	KPNX	10/17/12	10/17/12	M-F 3-4p Ellen	CM	3-4p	--W----	:30	2	\$350.00	P-3	2.10	NM	2	\$700.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	2		\$350.00		2.10						
86	KPNX	10/17/12	10/17/12	M-F 4-5p 12 News EVB	CM	4-5p	--W----	:30	1	\$300.00	P-2	1.70	NM	1	\$300.00
12 NEWS VALLEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$300.00		1.70						
87	KPNX	10/17/12	10/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	--W----	:30	1	\$450.00	P-2	2.70	NM	1	\$450.00
12 NEWS @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$450.00		2.70						
88	KPNX	10/17/12	10/17/12	NBC Nightly News NBC Nightly News	CM	Various	--W----	:30	1	\$1,000.00	P-3	4.60	NM	1	\$1,000.00
NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$1,000.00		4.60						
89	KPNX	10/17/12	10/17/12	M-F 6-630p 12 News 6pm	CM	6-630p	--W----	:30	1	\$600.00	P-2	3.70	NM	1	\$600.00
12 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	--W----	1		\$600.00		3.70						
90	KPNX	10/17/12	10/17/12		CM	630-7p	--W----	:30	1	\$700.00	P-2	3.50	NM	1	\$700.00

Order / Rev: 717193
 Alt Order #: 06337206
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: C16C22

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 630-7p Extra												
EXTRA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----					1	\$700.00		3.50				
91	KPNX	10/17/12	10/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W----	:30	3	\$500.00	P-2	1.80	NM	3	\$1,500.00	
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----					3	\$500.00		1.80				
92	KPNX	10/17/12	10/17/12	Wed Prime B Law & Order: SVU	CM	8-9p	--W----	:30	1	\$2,500.00	P-3	11.20	NM	1	\$2,500.00	
L&O SVU																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----					1	\$2,500.00		11.20				
93	KPNX	10/17/12	10/17/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	--W----	:30	1	\$350.00	P-2	1.60	NM	1	\$350.00	
TODAY SHOW 2																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----					1	\$350.00		1.60				
94	KPNX	10/17/12	10/17/12	Wed Prime C Chicago Fire	CM	9-10p	--W----	:30	1	\$3,000.00	P-2	9.10	NM	1	\$3,000.00	
CHICAGO FIRE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----					1	\$3,000.00		9.10				
*Tax 1 Note: Tax 0.5%.													Totals	114	\$68,775.00	

*Tax 1 Note: Tax 0.5%.